



VENDOR & SPONSORSHIP OPPORTUNITIES

SUNDAY, JULY 10, 2011

CHARLES RIVER – BOSTON, MA



Riverside Boat Club
769 Memorial Drive
Cambridge, MA 02139

Riverside Boat Club Presents The Cromwell Cup Regatta

EVENT: Riverside Boat Club's 2011 Cromwell Cup Regatta

DATE: Sunday, July 10, 2011

TIME: 7:00 a.m. to 6:15 p.m.

LOCATION: Riverside Boat Club, 769 Memorial Drive, Cambridge, Massachusetts

NUMBER OF ATHLETES: 600+ men and women athletes, from all over New England and the Mid Atlantic. Ages 16-70+ years old.

SUMMARY: The Cromwell Cup Regatta, named after Riverside Boat Club [RBC] member and 1964 Olympian Seymour Cromwell, is the largest summer regatta held on the Charles River. Attracting rowers of all ages and skill levels, this regatta is run entirely by RBC volunteers. In 2010, we hosted rowers from 43 clubs and representing nine states. Riverside's goal by hosting this regatta is to encourage friendly competition on the Charles River and build awareness of rowing in the Boston/Cambridge community.

OUR GOALS:

Short Term

- Continued support of the local rowing community by offering competitive events
- Raise awareness of Riverside's past and present role in the (onshore) local community
- Improve the physical structures that foster this active community

Long Term

- Invest in the future growth and success of the Cromwell Cup Regatta
- Maintain Riverside as a training center for aspiring U.S. National Team athletes

ABOUT RIVERSIDE

HISTORY: Riverside Boat Club was founded in 1869 by printers, many of them Irish and employed at The Riverside Press. Throughout it's 140-year history, Riverside has emerged as the most successful rowing club in New England. Despite the shift of rowing's role in the American and worldwide sporting scene, Riverside Boat Club has retained its commitment to making rowing available to working people. Today, even as Riverside maintains it's tradition as a member-run non-profit organization for oarsmen and women of all economic backgrounds, it has once again emerged as an energetic rowing community and a competitive force in American rowing.

ACTIVE MEMBERSHIP: 275

NATIONAL TEAM ATHLETES: 49

In 2010, Riverside Boat Club was named an Official Training Center partner by US Rowing



SPONSORSHIP OPPORTUNITIES

ELITE LEVEL

\$5,000 DONATION

- Signage rights for 1 year at RBC during all major Charles River events
- Title rights for a Final Event in the Regatta
- Company logo in all Press Releases
- Front-and-center placement of your logo on RBC banners
- Your logo appearing in Cromwell Cup media and competitor information packet
- Special invitation to our National Team Athlete banquet
- Autographed item from US Rowing's 2011 Worlds Team Members
- 5 Guest Passes to watch the Head of the Charles Regatta from Riverside Boat Club (invitation only) and 5 guest passes to the Charles Party on Sunday, October 23, 2011 at Ned Devines in Faneuil Hall. This is the rowing party of the year, and not to be missed.
- All mentioned below

GOLD LEVEL

\$3,000 DONATION

- Special mention in Cromwell Cup media and competitor information packet
- Company logo in e-mail blasts to rowing clubs
- Signage permitted at Riverside Boat Club during the weekend of the Regatta
- Sponsorship announcements through social media
- Large placement of your logo on RBC banners
- Autographed item from US Rowing's 2011 Worlds Team Members
- 5 guest passes to the Charles Party on Sunday, October 23, 2011 at Ned Devines in Faneuil Hall
- All mentioned below

SILVER LEVEL

\$1,000 DONATION

- Placement of your logo on RBC banners
- Mention in Cromwell Cup media and competitor information packet
- Company logo on Riverside Boat Club Website
- Company logo on Regatta Central
- Company logo in Regatta Packets distributed to the 600+ participants
- 2 guest passes to the Charles Party on Sunday, October 23, 2011 at Ned Devines in Faneuil Hall

IN-KIND GOOD DONATIONS

Donations in quantity of 750 items or as specifically requested by the Cromwell Cup Planning Committee. Contact regattas@riversideboatclub.com for more details.

- Company logo distributed on materials to over 600 athletes and 100 volunteers
- Company logo on Riverside Boat Club Website
- Company logo on Regatta Central

VENDOR OPPORTUNITIES

Being a vendor at the Cromwell Cup regatta provides built-in opportunities for:

- On-site sales and sampling
- Surveying
- Customer feedback
- Interaction with sales-force
- Product testing
- Consumer Interaction
- Product Showcase

Vendor opportunities are limited and will disappear quickly! Reserve your spot today by contacting Val at regattas@riversideboatclub.com. At the time of registering you will be charged a \$50.00 registration fee. Cromwell Cup does not provide tents, tables, chairs, or electricity for vendors. Electricity can be made available for an additional fee of \$30.00. Vendors are required to donate 15% of their sales generated on Sunday, July 10, 2011 at the Cromwell Cup Regatta to the Riverside Boat Club. This donation is tax deductible, as Riverside Boat Club is a registered 501 (c)3.



WHY SHOULD MY COMPANY SUPPORT THE CROMWELL CUP & RIVERSIDE BOAT CLUB?



As a 501(3)c, Riverside Boat Club is the only rowing club on the Charles where aspiring National Team athletes train alongside recreational rowers of all ages and income levels. Riverside members are very active in their communities, both as volunteers and as consumers. We have given schools such as Simmons College and Brookline High School the resources to build strong programs. Overall, our club's goal is to increase awareness of, and appreciation for, rowing and the Charles River in the surrounding communities.

All donations will go directly to improving Riverside's aging facilities and heavily used equipment, allowing us to continue our efforts as National Team training site and community boathouse. Your support will have a strong, positive impact on Riverside and the Charles River community.

CONTACT US

If you would like to learn more about the Cromwell Cup Regatta and/or Riverside Boat Club, please feel free to contact any of the individuals listed below. We greatly appreciate your time. A member of our staff will be following up with you in the next few days to further discuss these opportunities with you. We look forward to speaking with you!

Sarah Potts, Regatta Director

E-mail: potts016@gmail.com

Cell: (617) 519-4605

Eliza Van Lennep, Regatta Co-Chair

E-mail: elizavanlennep@gmail.com

Val Brinker, Sponsorships Chair

E-mail: designsbyval@gmail.com

